

# ORDER



**Orders**  
**Order / Rev:** 166928  
**Alt Order #:** 06854098  
**Product Desc:** MIKE HANISSEE  
**Estimate:** 282  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 09/19/12 / 09/19/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Melissa Palombo  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency**  
**Name:** Stevens Reed Curcio & Potholm  
**Buying Contact:** Betsy Vonderheid  
**Billing Contact:**  
 201 Union Street Ste. 200  
 Alexandria, VA 22314-3219

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Hanissee 4 Court of Appeals  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 10/13/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	34	\$12,200.00	\$10,370.00
10/29/12	10/29/12	8	\$2,650.00	\$2,252.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$12,200.00	\$10,370.00	0.00
November 2012	8	\$2,650.00	\$2,252.50	0.00
<b>Totals</b>	<b>42</b>	<b>\$14,850.00</b>	<b>\$12,622.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	48%	\$14,850.00
Market	100%	\$30,937.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	52%	\$16,087.50
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

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Advertiser:	Hanissee 4 Court of Appeals	
Product Desc:	MIKE HANISSEE	KOB
Estimate:	282	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	10/23/12	10/26/12	News 4 Today I 530a-6a	CM	M-F 530a-6a	-TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
EYEWIT NW TDY1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		4			\$300.00			0.00			
E 2	All	10/23/12	10/26/12	News 4 Today II 6a-7a	CM	M-F 6a-7a	-TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
EYEWIT NW TDY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		4			\$425.00			0.00			
E 3	All	10/23/12	10/26/12	M-F Today Show	CM	M-F 7a-9a	-TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		4			\$425.00			0.00			
E 4	All	10/23/12	10/26/12	M-F Today Show II 9a	CM	M-F 9a-10a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		4			\$200.00			0.00			
E 5	All	10/23/12	10/26/12	News 4 @ Midday M-F	CM	M-F 12noon-1p	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
EYEWIT-4 MIDDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		4			\$175.00			0.00			
E 6	All	10/23/12	10/26/12	Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		4			\$200.00			0.00			
E 7	All	10/23/12	10/26/12	News 4 @ 5p M-F	CM	M-F 5p-530p	-TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
EYEWITNS NEWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		4			\$425.00			0.00			
E 8	All	10/23/12	10/26/12	News 4 @ 6p M-F	CM	M-F 6p-632p	-TWTF--	:30	4	\$500.00	3	0.00	NM	4	\$2,000.00
EYEWITNS NW-600<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		4			\$500.00			0.00			
E 9	All	10/23/12	10/26/12	News 4 @ 10p M-F	CM	M-F 10p-1035p	-TWTF--	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
EYEWITNS NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		2			\$800.00			0.00			
E 10	All	10/29/12	10/29/12	News 4 Today I 530a-6a	CM	M-F 530a-6a	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
EYEWIT NW TDY1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$300.00			0.00			
E 11	All	10/29/12	10/29/12	News 4 Today II 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00
EYEWIT NW TDY2															

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 Estimate: 282

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 11	All	10/29/12	10/29/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a M-----	:30	1	\$425.003		0.00 NM	1	\$425.00
EYEWIT NW TDY2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----		1		\$425.00		0.00			
E 12	All	10/29/12	10/29/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a M-----	:30	1	\$425.003		0.00 NM	1	\$425.00
TODAY SHW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----		1		\$425.00		0.00			
E 13	All	10/29/12	10/29/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a M-----	:30	1	\$200.003		0.00 NM	1	\$200.00
TODAY SHW2-NBC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----		1		\$200.00		0.00			
E 14	All	10/29/12	10/29/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p M-----	:30	1	\$175.003		0.00 NM	1	\$175.00
EYEWIT-4 MIDDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----		1		\$175.00		0.00			
E 15	All	10/29/12	10/29/12	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-----	:30	1	\$200.003		0.00 NM	1	\$200.00
JUDGE JUDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----		1		\$200.00		0.00			
E 16	All	10/29/12	10/29/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p M-----	:30	1	\$425.003		0.00 NM	1	\$425.00
EYEWITNS NEWS-5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----		1		\$425.00		0.00			
E 17	All	10/29/12	10/29/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p M-----	:30	1	\$500.003		0.00 NM	1	\$500.00
EYEWITNS NW-600<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----		1		\$500.00		0.00			

\*Tax 1 Note: ABQ 7%.

Totals 42 \$14,850.00